CS 3240 - F18 - Scenario for Core Assessment Session C - December 6, 2018

Scenario - LearningToday

Background

Learning Connections, Inc., is a small software development company that was founded in Richmond, VA, and has been in operation for about two years. The company was created by three developers that were in senior-level positions at Google and wanted to strike out on their own. Since starting the company, they have hired mostly local talent - new graduates from the undergrad and graduate programs at UVA, GMU, JMU.... and sometimes VT when they have to. <editorial comment>not bitter at all about the football game... nope... not me...</editorial comment>  Today, the company has 20 developers, all working on the different platform versions (iOS and Android) of the company's flagship app, LearningToday.

Project

LearningToday is a mobile app for both iOS and Android whose main feature is to provide a feed of pictures, notes, and videos from school teachers for their students' families to see. For example, a kindergarten teacher could use their iPad to take pictures of the students during music time or on a field trip and instantly post those pictures to the LearningToday feed, tagging which students were in the pictures so that their families would get a notification that there was a new post. Parents would then open the app and see a social media feed with all of the posts that were tagged for their student and for the entire class.

Posts are ordered sequentially, with the newest posts at the top. Each post contains up to one piece of media (image or video), some amount of text, the timestamp, the GPS location, and a list of tags representing the students the post is about or a class-wide or school-wide tag. More group tags can be defined (such as all kindergarten classes) by the school administrators who pay for the school to use the app.

Teachers and parents can also send private messages back and forth regarding anything that they may need to communicate about their student/child. The messaging is rather simplistic - it just consists of basic text and a simple emoji set. It does not support media. It does, however, support read receipts, showing whether a message has been seen by the other party.

The LearningToday app has been in limited release now for six months and is in use by five elementary schools in and around Richmond. Within the next six months, the company needs to do a wide release in order to recoup the money they invested in the startup from a venture capital firm. Feedback has been overwhelmingly positive so far, so the company feels really good about their future! They are excited to add new features between now and release, hopefully hiring at least five more developers.